



LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY
BOB ODOM, COMMISSIONER



June 6, 2002

To: Restaurant Owners, Food Service Operators and Others that are currently serving, or may in the future, serve catfish.

The Louisiana Legislature, in the First Extraordinary Session of 2002, passed Act 125 that amends Louisiana Revised Statutes 3:4617(C). This act defines the term catfish as used in commerce as "only those species within the family Ictaluridae or the family Anarhichadidae and grown in the United States of America".

The prohibited use of the term "Catfish", either alone or accompanied by other terms, would include menus, signs on cafeteria steam tables, bulk displayed raw or prepared product, packed fish, bulk boxed raw or prepared product or any other display, sign in commerce.

In order to assist your organization in the marketing of U.S. catfish, the Louisiana Catfish Promotion & Research Board and the Louisiana Department of Agriculture and Forestry have developed a logo that may be licensed for use in Louisiana.

This logo and a window decal are *free* for you to use in connection with your food service operation. The logo proclaims "**We Proudly Serve 100% American CATFISH**" and the board and department will support the logo with paid advertising and promotions.

We will encourage the consumer to "look for the logo" and support the American catfish farmer. To qualify for the free logo, complete the enclosed application and return it to our office. We will then send as many window stickers as you need with a letter of license to use the logo.

We only ask two things of participants. One is to use only American catfish in the establishment, and the other is to allow department personnel access to records showing the source of catfish and to inspect inventory. The inspection procedure will be on a random and periodic basis. After signing up, if you wish to discontinue the program, a simple note to us and then remove the logo sticker is all that is required.

Thank you for your consideration of this offer, and I look forward to working with you in promoting American catfish.

Best regards!

Sincerely yours,

Commissioner
Bob Odom